

| | | | |
|--|----------------------|----------------------|------------|
| INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99) | Application Number | | 10020094 |
| | Filing Date | | 2001-12-13 |
| | First Named Inventor | Thomas E. Coverstone | |
| | Art Unit | 2617 | |
| | Examiner Name | D AGOSTA, Stephen M. | |
| Attorney Docket Number | | 8931.002.NPUS0 | |

| U.S.PATENTS | | | | | | Remove |
|-------------------|---------|---------------|------------------------|------------|---|--|
| Examiner Initial* | Cite No | Patent Number | Kind Code ¹ | Issue Date | Name of Patentee or Applicant of cited Document | Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear |
| | 1 | 6418462 | | 2002-07-09 | Xu, Yongyong | |
| | 2 | 6654800 | | 2003-11-25 | Rieger III, Charles J. | |
| | 3 | 7136915 | | 2006-11-14 | Rieger III, Charles J. | |
| | 4 | 7668832 | | 2010-02-23 | Yeh, Leslie et al. | |

If you wish to add additional U.S. Patent citation information please click the Add button.

[Add](#)

| U.S.PATENT APPLICATION PUBLICATIONS | | | | | | Remove |
|-------------------------------------|---------|--------------------|------------------------|------------------|---|--|
| Examiner Initial* | Cite No | Publication Number | Kind Code ¹ | Publication Date | Name of Patentee or Applicant of cited Document | Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear |
| | 1 | 20080059300 | | 2008-03-06 | Hamoui, Omar | |
| | 2 | 20090199107 | | 2009-08-06 | Lewis, Robert C., et al. | |

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

| | |
|------------------------|----------------------|
| Application Number | 10020094 |
| Filing Date | 2001-12-13 |
| First Named Inventor | Thomas E. Coverstone |
| Art Unit | 2617 |
| Examiner Name | D AGOSTA, Stephen M. |
| Attorney Docket Number | 8931.002.NPUS0 |

| | | | | |
|---|-------------|------------|---------------------------|--|
| 3 | 20100036710 | 2010-02-11 | Ames, Glen | |
| 4 | 20100049585 | 2010-02-25 | Mcintyre, Dale F., et al. | |
| 5 | 20100070758 | 2010-03-18 | Low, Daryl M., et al. | |
| 6 | 20100082397 | 2010-04-01 | Blegen, Darrell | |

If you wish to add additional U.S. Published Application citation information please click the Add button. [Add](#)

FOREIGN PATENT DOCUMENTS

[Remove](#)

| Examiner Initial* | Cite No | Foreign Document Number ³ | Country Code ² j | Kind Code ⁴ | Publication Date | Name of Patentee or Applicant of cited Document | Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear | T ⁵ |
|-------------------|---------|--------------------------------------|-----------------------------|------------------------|------------------|---|--|--------------------------|
| | 1 | | | | | | | <input type="checkbox"/> |

If you wish to add additional Foreign Patent Document citation information please click the Add button. [Add](#)

NON-PATENT LITERATURE DOCUMENTS

[Remove](#)

| Examiner Initials* | Cite No | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published. | T ⁵ |
|--------------------|---------|---|--------------------------|
| | 1 | BERNHARD KOELMEL, ELBA-03-1.1-ELBA, Oct. 16, 2003, 17 pages, 3G European Location Based Advertising, Information Society Technologies Programme, Brussels, Belgium. | <input type="checkbox"/> |
| | 2 | PORAK, ANATOL, Overview English, ELBA, 2004, 17 pages, Information Society Technologies Programme, Brussels, Belgium. | <input type="checkbox"/> |

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

| | |
|------------------------|----------------------|
| Application Number | 10020094 |
| Filing Date | 2001-12-13 |
| First Named Inventor | Thomas E. Coverstone |
| Art Unit | 2617 |
| Examiner Name | D AGOSTA, Stephen M. |
| Attorney Docket Number | 8931.002.NPUS0 |

| | | |
|----|---|--------------------------|
| 3 | DIMPTEL et al., Integration & Content, ELPA, 2004, 22 pages, Information Society Technologies Programme, Brussels, Belgium. | <input type="checkbox"/> |
| 4 | AALTO et al., Bluetooth and WAP Push Based Location-Aware Mobile Advertising System, MobiSYS' 04, June 6, 2004, 10 pages, 2004 Conference, Association For Computing Machinery, New York, NY, USA. | <input type="checkbox"/> |
| 5 | STEINIGER et al., Foundations of Location Based Services, 2006, 28 pages, University of Zurich, Zurich, Switzerland. | <input type="checkbox"/> |
| 6 | BRUNER and KUMAR, Attitude toward Location-Based Advertising, Journal of Interactive Advertising, Vol. 7, No. 2, Spring 2007, 15 pages, American Academy of Advertising, aaasite.org, Beachwood, OH | <input type="checkbox"/> |
| 7 | MURPHY, David, In Search of Spot Relevance, Mobile Marketing Magazine, July 13, 2007, 2 pages, United Kingdom. | <input type="checkbox"/> |
| 8 | NAVTEQ bought by Nokia for 5.7 billion, accessed on yourNAV.com, Oct. 12, 2007, 3 pages. | <input type="checkbox"/> |
| 9 | CATONE, JOSH, Companies Betting on Location Based Mobile Ads, Feb. 6, 2008, 2 pages, ReadWriteWeb.com. | <input type="checkbox"/> |
| 10 | O'SULLIVAN, CIAN, NAVTEQ unveils location-based mobile advertising service, Jan. 12, 2009, 2 pages, GoMoNews.com. | <input type="checkbox"/> |
| 11 | NOKIA, Nokia Q4 2008 Financial Highlights, Press Release, Jan. 22, 2009, 17 pages, presse.nokia.at, Nokia, Germany. | <input type="checkbox"/> |
| 12 | Microsoft Advertising Announces Eight New Mobile Partners, Press Release, Barcelona, Spain, Feb. 16, 2009, 2 pages, Microsoft Corporation, Redmond, Washington. | <input type="checkbox"/> |
| 13 | Xiam Technologies Advances Technologies to put Recommendations on the Map, Feb. 20, 2009, 3 pages, Qualcomm Inc., Dublin, Ireland. | <input type="checkbox"/> |

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

| | |
|------------------------|----------------------|
| Application Number | 10020094 |
| Filing Date | 2001-12-13 |
| First Named Inventor | Thomas E. Coverstone |
| Art Unit | 2617 |
| Examiner Name | D AGOSTA, Stephen M. |
| Attorney Docket Number | 8931.002.NPUS0 |

| | | |
|----|---|--------------------------|
| 14 | T-Mobile, T-Mobile uses innovative Bluetooth technology to drive footfall, Press Release, Mar. 24, 2009, 2 pages, mobiadnews.com, T-Mobile, London, UK. | <input type="checkbox"/> |
| 15 | T-Mobile, T-Mobile To Trial Proximity Marketing In UK Stores, Press Release, Mar. 29, 2009, 2 pages, mobiadnews.com, T-Mobile, London, UK. | <input type="checkbox"/> |
| 16 | HARNICK, CHRIS, Navteq to serve location-based ads in Nextar GPS system, Aug. 31, 2009, 2 pages, mobilemarketer.com/cms/news/search/4047.print, Mobile Marketer, New York, NY, USA. | <input type="checkbox"/> |
| 17 | GANNES, Liz, Mobilize: The Dawn of Location-Aware Mobile Ads, Sep. 10, 2009, 4 pages, GigaOM. San Francisco, CA | <input type="checkbox"/> |
| 18 | NAVTEQ Acquires Acuity Mobile, Web page downloaded Sep. 14, 2009, 2 pages, Acuity Mobile, Washington, DC. | <input type="checkbox"/> |
| 19 | Navteq Acquires Acuity Mobile, Acquisition Expands Existing Location Based Advertising Capabilities, Press Release, Sep. 14, 2009, 2 pages, Acuity Mobile, Chicago, IL | <input type="checkbox"/> |
| 20 | RICKETTS, Camille, Nokia's NAVTEQ buys Acuity Mobile for location-based advertising, Sep. 15, 2009, 4 pages, VentureBeat, San Francisco, CA. | <input type="checkbox"/> |
| 21 | RICKETTS, CAMILLE, Nokia's NAVTEQ buys Acuity Mobile for location-based advertising, Sep. 15, 2009, 4 pages, accessed on digital.venturebeat.com/2009/09/15, DigitalBeat, San Francisco, CA, USA. | <input type="checkbox"/> |
| 22 | Google, Google to Acquire AdMob, Press Release, Nov. 2, 2009, 2 pages, accessed on google.com/press/pressrel/20091109_admob, Google, Mountain View, CA. | <input type="checkbox"/> |
| 23 | Acuity Mobile Company Overview, accessed on acuitymobile.com, Nov. 4, 2009, 2 pages, Acuity Mobile, Washington, DC. | <input type="checkbox"/> |
| 24 | Acuity Mobile eMAP Mobile Advertising Platform, accessed on acuitymobile.com, Nov. 4, 2009, 2 pages, Acuity Mobile, Washington, DC. | <input type="checkbox"/> |

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

| | |
|------------------------|----------------------|
| Application Number | 10020094 |
| Filing Date | 2001-12-13 |
| First Named Inventor | Thomas E. Coverstone |
| Art Unit | 2617 |
| Examiner Name | D AGOSTA, Stephen M. |
| Attorney Docket Number | 8931.002.NPUS0 |

| | | |
|----|--|--------------------------|
| 25 | Acuity Mobile eMAP Key Benefits, accessed on accuitymobile.com, Nov. 4, 2009, 2 pages, Acuity Mobile, Washington, DC. | <input type="checkbox"/> |
| 26 | Acuity Mobile AisleCaster, accessed on accuitymobile.com, Nov. 4, 2009, 2 pages, Acuity Mobile, Washington, DC. | <input type="checkbox"/> |
| 27 | Acuity Mobile Spot Relevance, accessed on accuitymobile.com, Nov. 4, 2009, 2 pages, Acuity Mobile, Washington, DC. | <input type="checkbox"/> |
| 28 | Acuity Mobile, Inc., Company Overview, BusinessWeek, Nov. 4, 2009, 3 pages, Bloomberg L.P., New York, NY. | <input type="checkbox"/> |
| 29 | Wikipedia: Location based advertising, accessed on Wikipedia.org, Nov. 4, 2009, 4 pages, Wikimedia Foundation, San Francisco, CA. | <input type="checkbox"/> |
| 30 | Google to Acquire AdMob, Press Release, Nov. 9, 2009, 2 pages, Google, Mountain View, CA. | <input type="checkbox"/> |
| 31 | HOF, Richard, Why Google is buying AdMob, BusinessWeek, Nov. 9, 2009, 2 pages, Bloomberg L.P., New York, NY. | <input type="checkbox"/> |
| 32 | FERRARO, Ric, Google Acquires Admob, what say you, Mobile?, Nov. 9, 2009, 2 pages, accessed on moverge.blogspot.com. | <input type="checkbox"/> |
| 33 | SCHONFIELD, Erick, Admob is "Approaching a \$100 Million" Run Gate, Google Thinks it can be Billions," Nov. 9, 2009, 2 pages, Techcrunch.com, San Francisco, CA. | <input type="checkbox"/> |
| 34 | RIM Announces New Services Platform for Blackberry Developers, Press Release, Nov. 9, 2009, 3 pages, Research In Motion. | <input type="checkbox"/> |
| 35 | ARGHIRE, Ionut, RIM Brings New Services to BlackBerry App World, Softpedia, Nov. 10, 2009, 2 pages, Softpedia, Bucuresti, Romania. | <input type="checkbox"/> |

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

| | |
|------------------------|----------------------|
| Application Number | 10020094 |
| Filing Date | 2001-12-13 |
| First Named Inventor | Thomas E. Coverstone |
| Art Unit | 2617 |
| Examiner Name | D AGOSTA, Stephen M. |
| Attorney Docket Number | 8931.002.NPUS0 |

| | | |
|----|--|--------------------------|
| 36 | HOROWITZ, ETAN, Disney Verizon app will allow users to check wait times, plan for events, Nov. 10, 2009, 11 pages, accessed on thedailydisney.com/blog/2009/11/disney-mobile-verizon-app-will-allow-users-to-check-wait-times-plan-for-events, Disney, Orlando, FL, USA. | <input type="checkbox"/> |
| 37 | SMITH, THOMAS, Mobile Magic - First Disney Parks Mobile App Now Available, Nov. 11, 2009, 13 pages, accessed on disney.parks.disney.go.com/blog/2009/11/11, Disney Blog, Orlando, FL, USA. | <input type="checkbox"/> |
| 38 | AZURE MAYAN, Intera Bluetooth Proximity Marketing and In-Store Analytics Services, Press Release, 2009, 2 pages, Intera Communications Corporation, Pleasanton, CA. | <input type="checkbox"/> |
| 39 | KANE, YUKARI IWATANI, Apple's Quattro Deal Pressures Google, The Wall Street Journal, Jan. 6, 2010, 2 pages, accessed on WSJ.com, New York, NY, USA. | <input type="checkbox"/> |
| 40 | LAUGHLIN, Stephen, "Apple acquires Ad Firm Quattro for \$275 Million," January 6, 2010, accessed on stephenlaughlin.posterous.com. | <input type="checkbox"/> |
| 41 | The Official Ticket Center, Mobile Magic from Walt Disney World, accessed on blog.officialticketcenter.com, Jan. 15, 2010, 6 pages, The Official Ticket Center, Orlando, FL, USA. | <input type="checkbox"/> |
| 42 | REARDON, MARGUERITE, Nokia takes on Google with free navigation app, Signal Strength, Jan. 21, 2010, 4 pages, CNET News, San Francisco, CA, USA. | <input type="checkbox"/> |
| 43 | JONES et al., Nokia's 'Free' Navigation Creates Contextual Opportunities, Gartner Research Publication G00174023, Jan. 22, 2010, Gartner Inc., Stamford, CT. | <input type="checkbox"/> |
| 44 | HARNICK, Chris, "Opera acquires AdMarvel to ramp up mobile advertising," Mobile Marketer, Jan. 22, 2010, 2 pages, accessed on mobilemarketer.com, Mobile Marketer, New York, NY. | <input type="checkbox"/> |
| 45 | ANKENY, JASON, Verizon Wireless introduces VZ Navigator 5.0, Fierce Mobile Content, Feb. 01, 2010, 3 pages, accessed on FierceMobileContent.com | <input type="checkbox"/> |
| 46 | iPhone Developer Program, App Store Tip: Enhance Your App with Core Location, accessed on Developer.Apple.com, Feb. 3, 2010, 2 pages, Apple, Cupertino, CA, USA. | <input type="checkbox"/> |

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

| | |
|------------------------|----------------------|
| Application Number | 10020094 |
| Filing Date | 2001-12-13 |
| First Named Inventor | Thomas E. Coverstone |
| Art Unit | 2617 |
| Examiner Name | D AGOSTA, Stephen M. |
| Attorney Docket Number | 8931.002.NPUS0 |

| | | |
|----|--|--------------------------|
| 47 | Quattro Wireless. Home web page, accessed on quattrowireless.com, downloaded Feb. 9, 2010, one page, Quattro Wireless, Waltham, MA. | <input type="checkbox"/> |
| 48 | Quattro Wireless, Targeting Ad Serving, web page, downloaded Feb. 9, 2010, one page, Quattro Wireless, Waltham, MA. | <input type="checkbox"/> |
| 49 | CLARK et al., Apple Note Signals Move to Claim Context-Aware Advertising, Gartner Research Publication G00174454, Feb. 10, 2010, Gartner Inc., Stamford, CT. | <input type="checkbox"/> |
| 50 | | <input type="checkbox"/> |

If you wish to add additional non-patent literature document citation information please click the Add button **Add**

EXAMINER SIGNATURE

| | | | |
|--------------------|--------------------|-----------------|------------|
| Examiner Signature | /Stephen D Agosta/ | Date Considered | 06/29/2010 |
|--------------------|--------------------|-----------------|------------|

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. ² Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). ³ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁴ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁵ Applicant is to place a check mark here if English language translation is attached.